

# Memo

**To:** John Gill and Vern Hughes  
**From:** David Griffiths  
**CC:** Anthony Gill  
**Date:** 03/02/99  
**Re:** Terms of Reference 2: To consider and recommend on services that would facilitate membership recruitment and retention including legislation and rules advice, taxation advocacy, other advocacy, seminars and workshops, the Victorian Co-operative News and other.

---

## **Service Usage**

Usage of services by members is an obvious indicator of the value of these services in the context of actual and available services. Quite obviously, however, members use of existing services does not invalidate the desirability of developing new services.

The ultimate test of our relevance and future is membership usage of services – not the payment of an annual subscription. Co-operatives who do not use and/or need these services are generous in their continuing support without usage.

To understand membership recruitment and retention, therefore, it is important to precisely identify which and how many members are using what services – to develop a profile of which members are using which services, how many services and how often. While circumstances and context change, historical information would enhance this understanding. This will also provide us with a more rigorous basis in examining varying responses to services and subscription levels.

It would be desirable, therefore, to obtain the following information:

<b>Service</b>	<b>Information Required</b>	<b>Information Source</b>
AGM and dinner 1995-1998	Number and names of member co-operatives	Tony Gill
Agribusiness Seminars 1998 and 1999	Number and names of members-operative participants	John Gill
Community Co-op Seminar: 22 September 1995	Number and names of member co-operative participants	Tony Gill

Community Co-op Seminar 24 April 1996	Number and names of member co-operatives who registered to participate.	Tony Gill
Edgar Pamell Seminar 21 October 1994	Number and names of member co-operative participants	Tony Gill
Edgar Pamell Seminar 20 April 1996	Number and names of member co-operative participants	Tony Gill
Insurance	Number and names of co-operatives participating in scheme since inception	Tony Gill
Legislation Information Sheets	Number and names of co-operatives who have requested which information sheets and number	Tony Gill
Making Mutuality Work Workshop	Number and names of co-operative participants	John Gill
Opportunities for Co-operatives Seminar 11 September 1997	Number and names of participating co-operatives	Tony Gill
Publications	Number and total value of publications purchase by which member co-operatives	Tony Gill
Rules Advice	Number of and names of member co-operatives who have sought telephone advice and how often on new Rules.	Tony Gill
Rules Consultancy	Number and names of members who have engaged Secretary to develop new Rules.	Tony Gill
Statutory Forms	Number and names of member co-operatives who have requested and been provided with statutory forms	Tony Gill
Other Advice	Number of and names of members who have sought other telephone advice and how often from Secretary	Tony Gill
Legislation Seminars	Number of and names of co-operatives attending the legislation seminars.	Tony Gill
National Co-op Update subscription discount	Number and names of member co-operatives who have taken out subscriptions.	Tony Gill
Surveys	Number and names of co-operatives responding to Member and VCN surveys	Tony Gill and David Griffiths
Telephone Savings Scheme	Number and names of co-operatives who participated from inception to closure.	Tony Gill
Taxation Advisory Service	Number and names of co-operatives who have used the service since inception.	Tony Gill
VCN – Contributors	Number and names of co-operatives contributing items and articles	Tony Gill and David Griffiths

VCN - Distribution	Number and names of co-operatives who obtain bulk copies (a) for forwarding to directors or (d) direct mailing to directors	Tony Gill and David Griffiths
--------------------	---	-------------------------------

### **Recommendation**

That consideration be given to the value and need for this information.